

**IN THE CLAIMS:**

**Claims 1 through 359 have been previously cancelled.**

**Please amend the pending claims as follows.**

360. (Currently Amended) A method of advertising on the Internet, wherein:  
for each of one or more users accessing the Internet in a corresponding Internet connection for the user, the following occur during said corresponding Internet connection:  
a request, from the user, is transmitted on the Internet, via a user node, for contacting a providing node of the Internet, said providing node provides access to information for an interactive service, wherein said request has associated therewith an Internet address that identifies the providing node, and wherein said interactive service is interactive on the Internet with the user;  
the user node receives, via the providing node, said information for said interactive service;  
wherein two or more display presentations from the information are presented on at least a portion of a display of the user node, wherein at least two of said display presentations are successively displayed, and there is a user input to one of said at least two display presentations,  $P_1$ , wherein for the user input, there is a transmission on the Internet to which a latter one of said at least two display presentations,  $P_2$ , is a response;  
overlapping with a display of said one of the display presentations, [[of]]  $P_1$ , at the user node is a display[[ed]] of a first one or more advertising presentations for providing information related to one or more of a product and a service, wherein said first one or more advertising presentations are received, via the Internet, in response to Internet transmissions by the providing node, and displayed on at least a portion of said display during the presentation of the two or more display presentations at the user node;  
one or more additional advertising presentations are presented at the user node following the first one or more advertising presentations, each said additional advertising

presentation for providing information related to one of a product and a service, wherein at least one of said additional advertising presentations is:

(a) received at the user node, via the Internet, in response to Internet transmissions by the providing node during the presentation of the two or more display presentations,

(b) displayed on at least a portion of said display without the user providing an input: (i) for which a consequence includes the presenting of said additional advertising presentations, and (ii) for which said first advertising presentations are not a consequence, and

(c) provides Internet addressing information for obtaining additional information about one or more purchasable products or purchasable services, comprising:

activating one or more programmatic elements, at the providing node, for combining: (1) the information for the interactive service, and (2) advertising related information for use in presenting one of: (i) the first advertising presentations, and (ii) the additional advertising presentations; and

transmitting a resulting combination of (1) and (2) on the Internet to the user.

361. (Currently Amended) A method of advertising on the Internet,

wherein an activation request is received, from an Internet accessible user node, for activating an instance of an interactive service accessible via the Internet;

wherein the user node interactively communicates with the instance for receiving ~~a plurality of all~~ service transmissions from the instance transmitted to the user node that occur on [[via]] a first Internet connection, said service transmissions having a plurality of instance presentations transmitted to the user node via the first Internet connection, said instance presentations interleaved with one or more responsive user communications, from the user node to said interactive service, that are in response to service content presented to the user; comprising:

first providing a sequence of advertising presentations to a user at said user node, wherein said sequence is transmitted on the first Internet connection during a

total [[an]] elapsed time for said service transmissions, wherein each advertising presentation of said sequence identifies at least one of a purchasable product and a purchasable service;

wherein an advertising presentation, **AP<sub>1</sub>**, of said sequence is presented as a consequence of one or more particular communications on the first Internet connection between said Internet accessible service node and the user node, wherein one of the particular communications includes information for one of the instance presentations for the interactive service combined with advertising related information for use in displaying at least **AP<sub>1</sub>**;

wherein for said advertising presentations transmitted in said step of first providing, (a) and (b) following hold:

(a) there is at least a second advertising presentation, **AP<sub>2</sub>**, of said sequence wherein: (i) a presenting of **AP<sub>2</sub>** to the user is purposefully delayed after a presentation of **AP<sub>1</sub>**, and (ii) there is no user input[[,]] that is both: (1) after a last of said particular communications and (2) during the total elapsed time for the service transmissions, for which a consequence includes the presenting of AP<sub>2</sub>;

(b) presentations of **AP<sub>1</sub>** and **AP<sub>2</sub>** provide no content that effects affects said responsive user communications;

wherein at least one of **AP<sub>1</sub>** and **AP<sub>2</sub>** includes link data such that when said link data is activated by a user input to said at least one of **AP<sub>1</sub>** and **AP<sub>2</sub>**, data indicative of said user input is transmitted, via the first Internet connection, to a network node identified by said link data; and

obtaining information related to an efficacy of one or more of the advertising presentations presented to the user, including determining information related to a number of advertised items that are sold through the one or more advertising presentations.

362. (Currently Amended) The method of Claim 361, wherein said particular communications includes an Internet transmission from said Internet accessible service node to the user node, further including the steps of:

transmitting, via the first Internet connection, information for storing at the user

node; and

receiving, via a second Internet connection, data indicative of the information stored on the user node for providing a subsequent transmission to the user node, wherein the second Internet connection is established after a termination of the first Internet connection;

wherein the data indicative of the information stored on the user node is utilized in providing the user with access to the interactive service on the second connection by the user node.

363. (Previously presented) The method of Claim 362, wherein said step of first providing is dependent upon an Internet transmission by the user node that is responsive to said particular communications.

364. (Previously presented) The method of Claim 361, further including a step of receiving a request to activate said instance at least partially in exchange for said sequence of advertising presentations being displayed at the user node.

365. (Previously presented) The method of Claim 361, wherein at least said advertising presentation **AP<sub>2</sub>** is unrequested.

366. (Previously presented) The method of Claim 361, further including a step of forcing at least one advertising presentation of said sequence of advertising presentations to be presented to the user so that the at least one advertising presentation is unobscured when presented.

367. (Previously presented) The method of Claim 361, wherein said link data includes an Internet address.

368. (Currently Amended) A method for advertising on a communications network, comprising:

for each of a plurality of network users, each having a corresponding user network node, steps (A) through (K) following are performed:

- (A) first receiving, at a service providing source accessed via predetermined address information indicative of a predetermined address on the network, a transmission on a first connection to the network by the user's corresponding user node, wherein the transmission is for activating a service for providing a plurality of service presentations;
- (B) activating the service for interactively communicating with the user via transmissions on the network between the user node and said service providing source;
- (C) first transmitting on the communications network, from said service providing source[[,]] and in response to the service providing source receiving the transmission, ~~first~~ service data of the service for presenting at the user node;
- (D) second receiving, by the service, ~~first~~ responsive data obtained from at least one network transmission,  $T_1$ , corresponding to an input by the user to [[a]] one of the service presentations [[for]] corresponding to said ~~first~~ service data at the user node;
- (E) determining second service data by the service as a response to said ~~first~~ responsive data, wherein context data having information indicative of one or more previous user interactions with the service is accessed;
- (F) second transmitting on the communications network, from said service providing source, the second service data for presenting a corresponding one of the service presentations at the user node;

wherein the steps (G) through (K) following are performed ~~when for providing advertising to the user when the user establishes a subsequent second connection to the network for communicating with the service by providing the predetermined address information to the network, wherein the second network connection occurs at least one day to the network is established after the first connection to the network is terminated;~~

(G) identifying, ~~during the second connection~~, advertising related data for presenting advertising of one or more of a purchasable product or a purchasable service for one of a plurality of advertisers;

(H) determining third service data of the service, said third service data determined using the context data, said third service data being for a corresponding one of the service presentations, SP;

(I) combining the advertising related data and the third service data resulting in combined data;

(J) third transmitting, on the communications network and from the service providing source, the combined data, the combined data for presenting at the user node a combined presentation of the corresponding one service presentation, SP, and an advertising presentation corresponding to the advertising related data, wherein the advertising presentation has predetermined network link data associated therewith such that the link data is activated by a user input to the advertising presentation resulting in a corresponding network transmission of data indicative of said user input being transmitted to a predetermined network site, the network site being different from the service providing source; and

(K) receiving access information indicative of the advertising presentation being accessed by the user, wherein the access information is used in deriving advertising effectiveness information which is subsequently made available to the one advertiser.

369. (Previously Presented) The method of Claim 368, wherein said identifying step includes selecting the advertising related data based on profile data for the user.

370. (Currently Amended) The method of Claim [[369]] 373, wherein the profile data includes information for a geographic location related to the user.

371. (Currently Amended) The method of Claim [[369]] 373, wherein the profile data includes information of a personal preference of the user.

372. (Currently Amended) The method of Claim [[369]] 373, wherein the profile data includes information indicative of an age of the user.

373. (Previously Presented) The method of Claim 369, wherein the one advertiser provides profile selection information for selecting the user based on a correspondence with the user's profile data.

374. (Previously Presented) The method as claimed in Claim 368, wherein the service includes a playing of a game, wherein said game is played according to a predetermined set of rules, and said game is at least one of: a game of chance, a game having an opponent, and a game having a total number of possible distinct game plays that is capable of being determined before playing the game.

375. (Previously Presented) The method of Claim 374, wherein said context data includes a representation of a configuration of a game for indicating a next play of the game.

376. (Currently Amended) The method of Claim 368, further including a step of changing a speed of play of a game according to said ~~first~~ responsive data.

377. (Currently Amended) The method of Claim 368, further including a step of selecting the advertising related data by identifying a correspondence between: (i) user selection information for the one advertiser, and (ii) information ~~known~~ about the user ~~and~~ obtained from the user in a previous connection to the network .

378. (Previously presented) The method of Claim 368, further including a step of receiving financial information related to a financial status of the user, wherein said financial information is used in determining whether a subsequent input by the user to the service is acceptable.

379. (Currently Amended) The method of Claim 368, wherein said ~~first~~ responsive

data includes a wager.

380. (Previously presented) The method of Claim 368, further including a step of qualifying the user for viewing a particular presentation, wherein a financial status of the user is matched with predetermined financial criteria.

381. (Currently Amended) The method of Claim 368, wherein said first transmitting step includes:

transmitting, via the first connection, information for storing at the user node; and receiving, via the second network connection, data indicative of the information stored on the user node for identifying providing a subsequent transmission to the user node.

382. (Currently Amended) The method of Claim 381, further including:

~~receiving, at said service providing source, said data indicative of the information stored on the user node; and~~

providing the user node with network access as a result of receiving said data indicative of the information stored on the user node.

383. (Previously presented) The method of Claim 382, further including a step of selecting one of first and second advertising related data as the advertising related data.

384. (Previously presented) The method of Claim 368, said context data includes one or more of: a credit limit and a current amount of funds available to the user.

385. (Previously presented) The method of Claim 384, wherein at least one of said first and second transmitting steps includes transmitting a representation of a game token to the user.

386. (Previously presented) The method of Claim 385, further including a step of storing information effective for ranking the user with other users communicating with an

instance of the service.

387. (Previously presented) The method of Claim 381, wherein said second transmitting step includes transmitting information to the user node for determining whether a predetermined program is active for processing additional advertising information of said data so that said additional advertising information is presented to the user.

388. (Previously presented) The method of Claim 368, further including downloading to the user node a program for presenting unrequested advertising to the user via the user node.

389. (Currently Amended) The method of Claim 368, wherein for one or more advertising presentations, presented to at least some of the plurality of users, a further step of determining data indicative of a number of hyperlinks activated corresponding to the one or more advertising presentations by said at least some of the plurality of users.

390. (Currently Amended) The method of Claim 368, wherein for one or more advertising presentations, presented to at least some of the plurality of users, a further step of determining data indicative of a number of advertised items sold to said at least some of the plurality of users wherein said advertised items are available for purchase via the one or more advertising presentations.

391. (Currently Amended) The method of Claim 368, further including:  
collecting information about the user, wherein said information about the user is obtained from user node transmissions on the network ~~of~~ corresponding to input provided by the user to the user node;  
wherein said step of collecting includes monitoring user communications on the network with other network accessible nodes for obtaining the information about the user; and

wherein the service providing source operates substantially independently of at least most of the other network accessible nodes.

392. (Currently Amended) The method of Claim 368, further including a step of obtaining information about the user including data indicative of most of the following: a name, an address, an e-mail address, an age, a financial status, an educational level, a marital status, an amount of recreational time, personal tastes, and a ~~sex~~ gender.

393. (Currently Amended) The method of Claim 368, wherein said second transmitting step includes transmitting, via the network, information for storing at the user node, wherein said stored information is utilized in ~~allowing~~ providing the user node ~~to~~ with access to the service on the second connection by the user node.

394. (Previously presented) The method of Claim 393, further including: a step of receiving identification information at said service providing source; and providing the user node with network access to the service as a result of receiving said identification information.

395. (Previously presented) The method of Claim 368, further including a step of communicating with the user node for detecting an activation of a predetermined program on the user node, wherein said predetermined program is used in presenting unrequested advertising to the user.

396. (Currently Amended) The method of Claim 368, wherein the network includes a plurality of smaller networks connected together for providing communications therebetween, and the network has one or more of the following characteristics:

- (i) the network has a common address space such that for each node, N, accessible by the network, there is a common address for N by which N can be accessed regardless of which one of the smaller networks ~~also containing~~ contains N, and regardless of a source on the network for requesting a communication with N;
- (ii) the network is able to support communications using the Internet

Protocol (IP); and

(iii) the network provides communication access to substantially all publicly contactable e-mail addresses.

397. (Currently Amended) The method of Claim 396, further including:

presenting to the user ~~a second the~~ advertising presentation, wherein said the presentation of the second advertising presentation does not change the user's ~~network~~ interactions with ~~between~~ the service presentations and the user.

398. (Previously presented) The method as claimed in Claim 368, wherein the service includes a playing of a game, wherein said game is played according to a predetermined set of rules, and said game is at least one of: a game of chance, a game having an opponent, and a game having a total number of possible distinct game plays that is capable of being determined before playing the game; and

wherein the step of combining includes joining the advertising related data with information for a game play having at least representation of a token for the game.

399. (Currently Amended) A method for advertising on a network to each user of a plurality of network users, each user using a corresponding user's node for communicating on the network, comprising:

performing steps (A) through (D), for each of the users;

(A) receiving, by an advertising presentation node accessed via predetermined address information indicative of a predetermined address on the network, one or more transmissions from the user;

(B) determining from a plurality of advertising related information items for a plurality of advertisers, one or more [[of the]] advertising information items, each of the one or more advertising information items for presenting, to the user, information related to a purchasable product or purchasable service of a corresponding one of the advertisers;

wherein each of said one or more advertising information items includes corresponding predetermined network address information for accessing a corresponding network node providing additional information related to [[the]] one or more purchasable products or purchasable services for the advertising information item corresponding advertiser;

(C) transmitting, by said advertising presentation node, said one or more of the advertising information items to the user;

(D) for each of a first and second of the advertisers, a step of obtaining corresponding access information indicative of an access of at least one advertising information item presented to the user wherein the corresponding network node for the at least one of the advertising information items is accessed by presented to the user for the advertiser;

(E) for each of at least two different ones the first and second of the advertisers, obtaining corresponding advertising effectiveness information indicative of an effectiveness of the at least one advertising information item for the advertiser[[;]], wherein said corresponding advertising effectiveness information is obtained from the corresponding access information obtained from the plurality of users; and

(F) providing each of the at least two different the first and second advertisers with their corresponding advertising effectiveness information.

400. (Currently Amended) The method of Claim 399, wherein the obtaining step of (D) includes receiving information related to one of: (i) whether one of said one or more the at least one advertising information item[[s]] for the first advertiser has been presented to the user previously, and (ii) a time when said the at least one advertising information item for the first advertiser was presented to the user.

401. (Currently Amended) A method of advertising on the Internet, comprising: first receiving an activation request, from an Internet accessible user node, for activating an instance of an interactive service accessible via an Internet contact

with an Internet accessible service node, wherein the service node is identified by service node network address information input by a user of the user node;

wherein the user node interactively communicates with the instance of the service for receiving a plurality of service transmissions from the instance via a first Internet connection, said service transmissions for transmitting a plurality of presentations for the instance to the user node via the first Internet connection, said presentations interleaved with one or more responsive user communications from the user node to said instance of the service;

first transmitting a sequence of advertising presentations to [[a]] the user at said user node, wherein said sequence is transmitted on the first Internet connection during an elapsed time [[of]] for said service transmissions, wherein each advertising presentation of said sequence is for identifying identifies at least one of a purchasable product and a purchasable service;

wherein an advertising presentation, **AP<sub>1</sub>**, of said sequence is presented as a consequence of one or more particular communications on the first Internet connection between said service node and the user node, said particular communications being transmitted independently separately of [[the]] all service transmissions from the instance to the user node;

wherein **AP<sub>1</sub>** is presented to the user during at least one transmission of said service transmissions;

wherein for said advertising presentations transmitted in said step of first transmitting, (a) and (b) following hold:

(a) there is at least a second advertising presentation, **AP<sub>2</sub>**, of said sequence wherein: (i) a presenting of **AP<sub>2</sub>** to the user is purposefully delayed after a presentation of **AP<sub>1</sub>**, and (ii) the presenting of **AP<sub>2</sub>** is not in response to a user input between the presentation of **AP<sub>1</sub>** and the presentation of **AP<sub>2</sub>**;

(b) presentations of **AP<sub>1</sub>** and **AP<sub>2</sub>** are substantially unrelated to said responsive user communications;

wherein at least one of **AP<sub>1</sub>** and **AP<sub>2</sub>** includes link data such that when said link data is activated by a user input to said at least one of **AP<sub>1</sub>** and **AP<sub>2</sub>**, data indicative of said user input is transmitted, via the first Internet connection, to a

network node identified by said link data;

wherein a subsequent presentation for presenting to the user is received at the user node and from the network node via the first Internet connection, wherein said subsequent presentation is determined using said data indicative of user input, said subsequent presentation also identifying one of a purchasable product and a purchasable service; and

wherein said subsequent presentation is presented to the user during the first Internet connection.

402. (Previously presented) The method of Claim 401, wherein said sequence is transmitted from said Internet accessible service node.

403. (Currently Amended) A method of communicating with a service providing node of the Internet, comprising:

for each of one or more users accessing the Internet, the following steps (A) through (D) are performed:

(A) first receiving, from the user via a corresponding Internet user node, a request on the Internet for contacting a service providing node of the Internet, said service providing node providing access to two or more display presentations for a service, and said service providing node being one of a plurality of nodes of the Internet each having a corresponding Internet address to which the user has Internet access independently of the other of the plurality of nodes, wherein said request has associated therewith the Internet address of a termination terminal destination for identifying the service providing node, and wherein said service is interactive on the Internet with the user;

(B) transmitting, via the Internet, data related to communications between the service providing node, and the user;

wherein the transmitting step results in first information being stored on the user node so that it is available in a subsequently established Internet connection session by the user via the user node;

(C) after the user node has established the subsequent Internet connection session, a step of second receiving for the service, an Internet transmission indicative of the first information being present on the user node; and

(D) outputting one or more Internet transmissions, on the subsequent Internet connection session, for presenting particular display presentations for the service;

wherein said particular display presentations for the service are presented on at least a portion of a display of the user node, wherein the particular display presentations are successively displayed, and there is a user input to one of the particular display presentations,  $P_1$ , for the service, the user input resulting in a transmission on the Internet to the service providing node, and to which a latter subsequent one of the display presentations,  $P_2$ , is a response;

wherein first advertising related information is received by the user node, via the subsequent Internet connection session, as a consequence of Internet transmissions by the service providing node for displaying the particular display presentations, wherein the first advertising related information is combined, prior to transmission to the user node, with information for displaying the particular display presentation  $P_1$ , said first advertising related information replaceable with alternative information without changing a content: (i) of the particular display presentation  $P_1$ , and (ii) to which the user input is responsive for the service;

wherein one or more additional advertising presentations are presented at the user node after presentation of a first advertising presentation advertisement corresponding to the first advertising related information, each said additional advertising presentation being for providing information related to one of a product and a service, wherein at least one of said additional advertising presentations is received by the user node, as a consequence of Internet transmissions by the service providing node;

wherein an action by the user, in response to an advertisement being one of: said first advertising presentation and one of said additional advertising presentations, results in resulting data being transmitted via the Internet, wherein said resulting data is transmitted: (a) from said user node, and (b) to a terminal destination node of the Internet, said destination node identified at said user node by destination Internet link information received with the advertisement one advertising presentation;

wherein a response to the action by the user is received at the user node, via the Internet, the response providing another presentation for presenting to the user at said user node.

404. (Previously presented) The method of Claim 403, wherein the service includes a playing of a game, and said step of outputting include a step providing one of the display presentations with wager related information.

405. (Previously presented) The method of Claim 403, wherein the service includes a playing of a game, and further including a step of changing a time limit for accepting an input from the user when the user desires to change a speed of the game.

406. (Previously presented) The method of Claim 403, wherein the service includes a playing of a game, and further including a step of providing the user with a game play ranking of a second of the users.

407. (Currently Amended) The method of Claim 403, wherein the service includes providing access to predetermined Internet sites ~~Internet access to a plurality of organizations or providing Internet access~~.

408. (Previously presented) The method of Claim 403, further including obtaining information related to Internet interactions by the user, including information related to websites visited by the user.

409. (Previously presented) The method of Claim 403, further including obtaining information related to Internet interactions by the user, including information related to advertising for which the user requests additional information.

410. (Previously presented) The method of Claim 403, further including determining a risk tolerance of the user using information indicative of Internet communications by the user.

411. (Previously presented) The method of Claim 403, further including obtaining information related to an efficacy of one or more advertising presentations presented to the users, including determining information related to a number of advertised items that are sold through the one or more advertising presentations.

412. (Currently Amended) The method of Claim 403, further including:

obtaining profile information for the user for use in presenting at least one advertising presentation of the first advertising presentation and additional advertising presentations;

transmitting the at least one advertising presentation for presenting to the user; subsequently, enhancing the profile information to reflect additional or different user information for use in presenting to the user a subsequent at least one of the additional advertising presentations; and

~~determining the subsequent at least one additional advertising presentation to transmit to the user;~~

wherein the enhancement of the profile information contributes to [[the]] a determination of the subsequent at least one advertising presentation.

413. (Previously presented) The method of Claim 412, wherein the enhancing step includes selecting a question to present to the user, wherein the selecting is dependent upon the profile information previously obtained.

414. (Previously presented) The method of Claim 403, wherein the service includes a playing of a game, and further including:

storing wager related information indicative of previous wagers by the user when playing the game; and

using the wager related information for determining one of: an acceptability of another wager requested by the user, and one of the first and additional advertising presentations.

415. (Currently Amended) The method of Claim 403, further including:  
detecting an activation of the destination Internet link information; and  
using the detection for determining an efficacy of the one advertising  
presentation.

416. (Currently Amended) A method for providing product or service information  
while interacting with an informational service via the Internet, comprising:

performing the following substeps (A1) through (A4) for each of a plurality of  
Internet user nodes, after each user node has established a corresponding Internet  
connection session providing access to a plurality of Internet sites for contacting a  
plurality of informational services:

(A1) first receiving, at one of the Internet sites for accessing one of the  
informational services, a request on the Internet corresponding to an input by a user to the  
user node to access the one informational service, wherein the user node uses the user  
input to identify the one Internet site as a termination destination for an Internet  
transmission providing the request;

(A2) transmitting, via the Internet, data ~~related to communications~~ between: (a)  
the one informational service, and (b) the user;

wherein the transmitting step results in first information being stored on the user  
node so that it is available in a subsequently established Internet connection session by  
the user at the user node;

(A3) after the user node has established the subsequent Internet connection  
session, a step of second receiving for the one first informational service, a responsive  
Internet transmission indicative of the first information being present on the user node;

(A4) providing, to the user node, a plurality of Internet transmissions for  
presenting[[,]] to the user[[,]] corresponding service related information for the one  
informational service, wherein between each of at least some of the plurality of Internet  
transmissions, there is a corresponding responsive Internet transmission from the user  
node to the one informational service, said corresponding responsive Internet  
transmission being dependent upon a presentation to the user of the corresponding service  
related information of a previous one of the Internet transmissions;

wherein for one or more of the at least some Internet transmissions, in addition to including their corresponding service related information, each of the one or more of the at least some Internet transmissions includes corresponding advertising related information combined with service related information prior to transmission to the user node, said corresponding advertising related information replaceable with alternative information without changing a content of the corresponding service related information to which the user responds with the corresponding responsive Internet transmission;

wherein when presenting a content for each of the one or more of the at least some Internet transmissions to the user, [[an]] a corresponding advertisement obtained using the corresponding advertising related information is presented to the user, wherein the corresponding advertisement provides information to the user: (i) about related to one or more purchasable products or purchasable services, and (ii) that allows the user to perform an Internet transmission, T, for obtaining additional information about one or more purchasable products or purchasable services.

417. (Currently Amended) The method of Claim 416, wherein the one informational service includes a playing of a game, and said step of providing includes a step of providing wager related information to the user.

418. (Currently Amended) The method of Claim 416, wherein the one informational service includes a playing of a game, and further including a step of changing a time limit for accepting an input from the user when the user desires to change a speed of the game.

419. (Currently Amended) The method of Claim 416, wherein the one informational service includes a playing of a game, and further including a step of providing the user with a game play ranking of a second of the users.

420. (Currently Amended) The method of Claim 416, wherein the one informational service includes providing access to to predetermined Internet sites ~~Internet access to a plurality of organizations or providing Internet access~~.

421. (Previously presented) The method of Claim 416, further including obtaining information related to Internet interactions by the user, including information related to websites visited by the user that are different from the one Internet site.

422. (Currently Amended) The method of Claim 416, further including obtaining information related to Internet interactions by the user, including information related to advertising for which the user requests additional information, wherein the additional information is obtained in response to the Internet transmission, T, which has as a terminal Internet address for a second of the Internet sites, the second Internet site being different from the one Internet site.

423. (Currently Amended) The method of Claim 416, further including determining a risk tolerance of the user using information indicative of Internet communications by the user, wherein the communications are related to the user losing something of value ~~to the user.~~

424. (Currently Amended) The method of Claim 416, further including obtaining information related to an efficacy of one or more advertising presentations presented to the users, including determining information related to ~~a number of~~ advertised items that are sold from accessing the one or more advertising presentations by activating hyperlinks therefor.

425. (Currently Amended) The method of Claim 416, further including:  
obtaining profile information for the user for use in determining presenting at least one of the corresponding advertisements of the advertisements for instances of the corresponding advertising related information;  
~~transmitting the at least one advertisement for presenting to the user;~~  
subsequently, enhancing the profile information to reflect additional or different user information for use in presenting to the user a subsequent at least one advertisement; and  
determining the subsequent at least one advertisement to transmit to the user;

wherein the enhancement of the profile information contributes to the determination of the subsequent at least one advertisement.

426. (Previously presented) The method of Claim 425, wherein the enhancing step includes selecting a question to present to the user, wherein the selecting is dependent upon the profile information previously obtained.

427. (Previously presented) The method of Claim 416, wherein the one informational service includes a playing of a game, and further including:

storing wager related information indicative of previous wagers by the user when playing the game; and

using the wager related information for determining one of: an acceptability of another wager requested by the user, and one of the advertisements for an instance of the advertising related information.

428. (Currently Amended) The method of Claim 416, further including:

detecting an activation by the user of the Internet link information for generating the Internet transmission T; and

using the detection for determining an efficacy of ~~one~~ the corresponding advertisement[[s]] providing the Internet transmission T presented to the user.

Please cancel Claim 429.

430. (Currently Amended) A method for playing a game on a network, comprising:

for each user of a plurality of network users, each having a corresponding user ~~network~~ node for accessing the network, steps (A) through [[(K)]] (I) following are performed:

(A) first receiving, at a ~~gaming~~ game playing source accessed via predetermined address information indicative of a predetermined address on the network, a transmission by the user's corresponding user node, wherein the

transmission is for activating a game, the game for providing a plurality of game presentations;

(B) activating the game for interactively communicating with the user via transmissions on the network between the user node and said game playing source;

(C) first transmitting on the ~~communications~~ network, from said game playing source, and in response to the game playing source receiving the transmission, first game data for the game for presenting at the user node;

(D) second receiving, by the game, a first game response obtained from the network, the first game response corresponding to a game input by the user in response to a presentation of said first game data at the user node;

(E) determining second game data by the game as a response to said first game response, said second game data corresponding to a subsequent one of the game presentations to be presented to the user;

wherein said step of determining accesses context data having information indicative of a status of the user's interactions with the game is accessed;

(F) obtaining advertising data for presenting advertising of one or more of a purchasable product or a purchasable service for one of a plurality of advertisers;

(G) combining the advertising data and the second game data resulting in combined data;

(H) second transmitting, on the ~~communications~~ network and from the game playing source, the combined data, the combined data for presenting at the user node a combined presentation of the subsequent game presentation and an advertising presentation corresponding to the advertising related data, wherein the advertising presentation has predetermined network link data associated therewith such that the link data is activated by a user input to the advertising presentation resulting in a corresponding network transmission of data indicative of said user input being transmitted to a predetermined network site which provides the user node with access to the advertising presentation, the network site being different from the gaming playing source; and

(I) receiving access information indicative of the advertising presentation being accessed by the user, wherein the access information is used in deriving

advertising effectiveness information which is subsequently made available to the one advertiser.

431. (Currently Amended) The method of Claim 368, wherein said ~~obtaining identifying~~ step includes selecting the advertising related data based on profile data for the user.

432. (Currently Amended) The method of Claim [[431]] 435, wherein the profile data includes information for a geographic location related to the user.

433. (Currently Amended) The method of Claim [[431]] 435, wherein the profile data includes information of a personal preference of the user.

434. (Currently Amended) The method of Claim [[431]] 435, wherein the profile data includes information indicative of an age of the user.

435. (Previously presented) The method of Claim 431, wherein the one advertiser provides profile selection information for selecting the user based on a correspondence with the user's profile data.

436. (Currently Amended) The method of Claim 368, wherein said first responsive data ~~game response~~ includes a wager.

437. (Currently Amended) The method of Claim 368, wherein the ~~designating~~ step (G) of identifying includes selecting the advertising related data using information obtained from user responses to the service, ~~wherein the user responses are for determining additional ones of the service presentations~~.

438. (Previously presented) The method of Claim 368, wherein the service includes one or more of providing access to a plurality of organizations, providing access to a plurality of promotions, and providing access to a plurality of games.

439. (New) The method of Claim 360, further including receiving access information indicative of one or more advertising presentations from at least one of: (1) the first one or more advertising presentations, and (2) the one or more additional advertising presentations being accessed by the user, wherein the access information is used in deriving advertising effectiveness information.

440. (New) The method of Claim 360, further including:

transmitting, via the Internet, data related to communications between: (a) the interactive service, and (b) the user;

wherein the transmitting step results in first information being stored on the user node so that it is available in a subsequently established Internet connection session by the user at the user node; and

after the user node has established the subsequent Internet connection session, a step of receiving for the interactive service, a responsive Internet transmission indicative of the first information being present on the user node.

441. (New) The method of Claim 360, further including selecting the advertising related data based on profile data for the user.

442. (New) The method of Claim 441, further including a step of receiving selection information from an advertiser for selecting the user based on a correspondence between the selection information and profile data.

443. (New) The method of Claim 442, wherein the profile data includes information indicative of a geographic location related to the user.

444. (New) The method of Claim 360, further including the steps (A) through (D) following, when the user establishes a subsequent second Internet connection for re-establishing communications with the interactive service, wherein the second Internet connection occurs after the corresponding Internet connection is terminated;

- (A) identifying advertising related data for presenting advertising for one or more of a purchasable product or a purchasable service for at least one advertiser;
- (B) determining additional service information for the interactive service, the additional service information determined using context data indicative of one or more previous user interactions with the interactive service during the corresponding Internet connection;
- (C) combining the advertising related data and the additional service information resulting in combined data; and
- (D) second transmitting the combined data to the user node.

445. (New) The method of Claim 444, wherein the combined data is for presenting at the user node a combined presentation of a corresponding presentation for the interactive service, and an advertising presentation corresponding to the advertising related data, wherein the advertising presentation has predetermined Internet link data associated therewith such that the link data is activated by a user input to the advertising presentation resulting in a corresponding Internet transmission of data indicative of said user input being transmitted to a predetermined Internet site.

446. (New) The method of Claim 360, further including a step of receiving access information indicative of an advertising presentation being accessed by the user; wherein the advertising presentation is displayed at the user's node as a result of the user's node receiving the resulting combination of (1) and (2); and wherein the access information is used in deriving advertising effectiveness information.

447. (New) The method of Claim 360, wherein further including a step of selecting one or more advertising presentations from at least one of: (1) the first one or more advertising presentations, and (2) the one or more additional advertising presentations by identifying a correspondence between: (i) user selection information for an advertiser related to the one or more advertising presentations, and (ii) information about the user obtained from previous user communications.

448. (New) The method of Claim 360, further including a step of receiving financial information related to a financial status of the user, wherein said financial information is used in determining whether a subsequent input by the user to the interactive service is acceptable.

449. (New) The method of Claim 360, further including:

transmitting, via the corresponding Internet connection, data for storing at the user node; and

receiving, via a subsequent connection to the Internet, a transmission indicative of the data stored on the user node.

450. (New) The method of Claim 449, further including providing the user node with Internet access as a result of receiving said data indicative of the information stored on the user node.

451. (New) The method of Claim 360, wherein for one or more advertising presentations from at least one of: (1) the first one or more advertising presentations, and (2) the one or more additional advertising presentations, the one or more advertising presentations are presented to at least some of the plurality of users, and a further step of determining data indicative of a number of hyperlinks activated corresponding to the one or more advertising presentations by said at least some of the plurality of users.

452. (New) The method of Claim 360, wherein for one or more advertising presentations from at least one of: (1) the first one or more advertising presentations, and (2) the one or more additional advertising presentations, the one or more advertising presentations are presented to at least some of the plurality of users, and a further step of determining data indicative of a number of advertised items sold to said at least some of the plurality of users wherein said advertised items are available for purchase via the one or more advertising presentations.

453. (New) The method of Claim 360, further including:

collecting information about the user, wherein said information about the user is obtained from user node transmissions on the Internet of input provided by the user to the user node for visiting other Internet accessible nodes;

wherein said step of collecting includes monitoring user communications on the network with the other Internet accessible nodes; and

wherein the providing node operates substantially independently of at least most of the other Internet accessible nodes.

454. (New) The method of Claim 360, further including a step of communicating with the user node for detecting an activation of a predetermined program on the user node, wherein said predetermined program is used in presenting unrequested advertising to the user.

455. (New) The method of Claim 360, wherein a presentation of the advertising related information to the user does not change the user's interactions with the interactive service.

456. (New) The method of Claim 399, further including:

transmitting first information for storing on the corresponding user node for the user so that the first information is available in a subsequently established network connection session by the user at the corresponding user node after a network connection for the one or more transmissions has been terminated; and

after the corresponding user node for the user has established the subsequent network connection session, a step of receiving, a responsive network transmission indicative of the first information being present on the corresponding user node for the user.

457. (New) The method of Claim 399, further including:

combining the one or more advertising information items with the additional information for an interactive information service provided by the advertising

presentation node, wherein the additional information includes predetermined network link data such that the link data is activated by a user input to a presentation corresponding to the additional information, wherein the user input results in a corresponding network transmission of data indicative of the user input being transmitted to the advertising presentation node; and  
transmitting the combined data to the user node in the step (C) of transmitting.

458. (New) The method of Claim 457, further including responding to the user input by determining additional service information for the interactive information service using context data stored at a network accessible site different from the user's node, wherein the context data is obtained from of one or more previous user interactions with the advertising presentation node, and wherein context data provides a constraint;

the responding step including:

(A) determining an additional one of the advertising information items for at least one of the advertisers;  
(B) combining the additional advertising information item and the additional service information resulting in additional combined data;

wherein the additional advertising information item has corresponding predetermined network link data associated therewith such that the corresponding predetermined link data is activated by a user input to a presentation of the additional advertising information thereby resulting in a corresponding network transmission of data indicative of said user input being transmitted to a predetermined network node different from the advertising presentation node; and

(D) second transmitting the additional combined data to the user node.

459. (New) The method of Claim 399, wherein the step (B) of determining includes selecting one of the one or more advertising information items by identifying a correspondence between: (i) user selection information for one of the advertisers, and (ii) information about the user obtained from previous user communications.

460. (New) The method of Claim 399, further including:

transmitting, via a connection to the network, data for storing on the user's node;  
and

receiving, via a subsequent connection to the network, a transmission indicative of the data stored on the user's node for providing a subsequent transmission to the user node.

461. (New) The method of Claim 460, further including providing the user node with network access as a result of receiving said data indicative of the information stored on the user's node.

462. (New) The method of Claim 399, further including transmitting information to the user's node for determining whether a predetermined program is active for displaying the one or more of the advertising information items.

463. (New) The method of Claim 399, further including downloading to the user's node a program for presenting unrequested advertising to the user via the user's node.

464. (New) The method of Claim 399, a further step of determining, for at least some of the plurality of users, data indicative of a number of hyperlinks activated corresponding to the advertising information items presented to the at least some of the plurality of users.

465. (New) The method of Claim 399, a further step of determining, for at least some of the plurality of users, data indicative of a number of advertised items purchased to the at least some of the plurality of users, wherein each purchase occurs by activating link data of one for the advertising information items presented to the at least some of the plurality of users, wherein the link data is activated by a user input to a presentation of a corresponding one of the advertising information items thereby resulting in a corresponding network transmission of data indicative of said user input being transmitted to a predetermined network node different from the

advertising presentation node.

466. (New) The method of Claim 399, further including:

collecting information about the user, wherein the information about the user is obtained from transmissions of the user's node on the network corresponding to input provided by the user to the user node;

wherein said step of collecting includes monitoring the user's communications on the network with other network accessible nodes for obtaining the information about the user; and

wherein the advertising presentation node operates substantially independently of at least most of the other network accessible nodes..

467. (New) The method of Claim 399, further including transmitting, via the network, information for storing at the user's node, wherein the stored information is utilized in allowing the user node to access a service provided by the advertising presentation node on a connection to the network by the user's node, wherein the connection occurs after a connection to the network for the step (A) of receiving terminates.

468. (New) The method of Claim 399, further including a step of communicating with the user's node for detecting an activation of a predetermined program on the user's node, wherein said predetermined program is used in presenting unrequested advertising to the user.

469. (New) The method of Claim 399, further including selecting the one or more advertising information items based on profile data for the user.

470. (New) The method of Claim 469, further including a step of receiving selection information from an advertiser for selecting the user based on a correspondence between the selection information and profile data.

471. (New) The method of Claim 469, wherein the profile data includes information indicative of a geographic location related to the user.

472. (New) The method of Claim 401, further including selecting the user for receiving at least one of the advertising presentations based on a correspondence between profile selection information provided by an advertiser, and profile data for the user.

473. (New) The method of Claim 472, wherein the profile data includes information indicative of a geographic location related to the user.

474. (New) The method of Claim 401, further including a step of communicating with the user node for detecting an activation of a predetermined program on the user node, wherein said predetermined program is used in presenting unrequested advertising to the user.